



# **Marketing Goods and Services**

# Marketing

The business process through which goods and services move from concept to the customer. This movement is focused on creating and maintaining satisfying exchange relationships

# 9 Functions of Marketing

- **Product/Service Planning**
- **Purchasing**
- **Financing**
- **Distribution (Place)**
- **Pricing**
- **Risk Management**
- **Marketing Information Management**
- **Promotion**
- **Selling**



# Marketing Information Management

Obtaining, managing, and using market information to improve decision making and the performance of marketing activities.



## Focus Group

<http://www.youtube.com/watch?v=0KbMQIv-4aE>

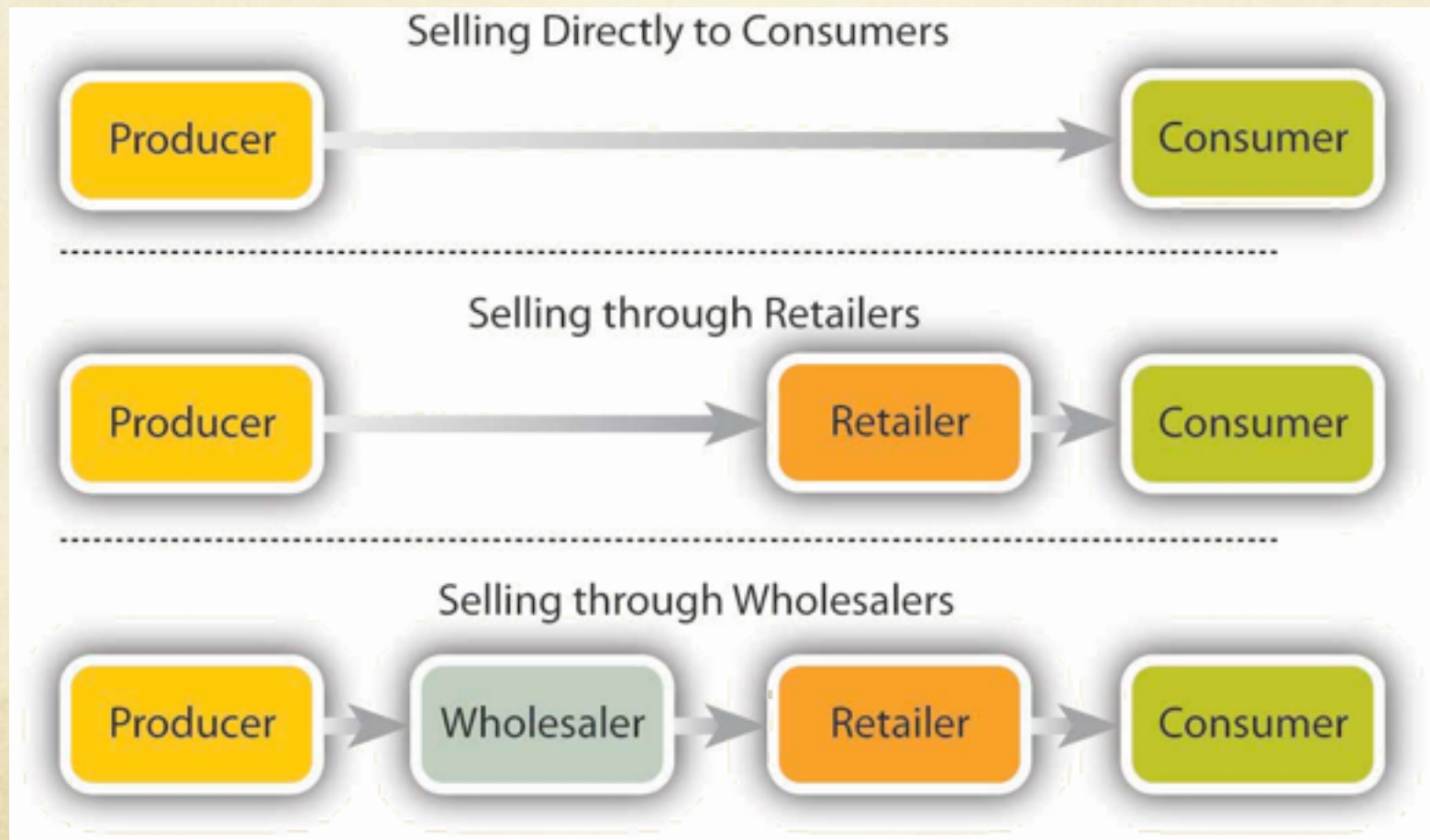
# Product/Service Planning

# Assist in the Design and Development of Products and Services.



# Distribution (Place)

Determine the best ways to get the product or service to potential customers.







*Titleist*



*Coca-Cola*

**A**

**C**

**D**

**B**

**E**



# Pricing

Establish and communicate the value of goods and services to potential customers.





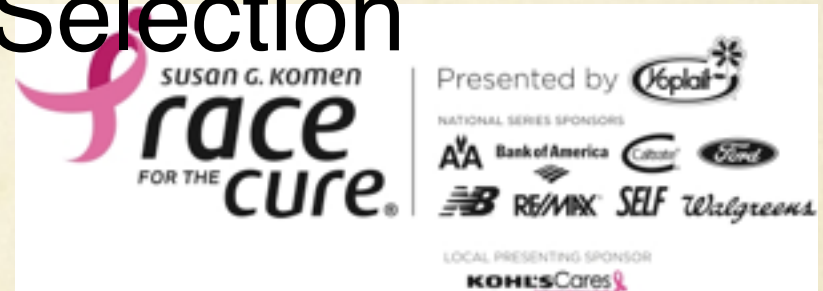
# Promotion

Communicating information to prospective customers through promotional methods encouraging customers to take action.

<http://www.youtube.com/watch?v=R55e-uHQna0>



## Promotion Selection



# Selling

Direct personal communications with prospective customers assessing their needs and wants and working to satisfy them.



# Purchasing

Determine the needs of the organization.

Identify the best sources to obtain needed products and services for the business.





# Financing

Budgeting and obtaining necessary financing for the business.



Providing customers with financial assistance

**\$0 down**  
**NO interest**  
*for 36 months!*

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# Risk Management

Providing security and safety for products, personnel, and customers.

Reduce the risk associated with marketing decisions and activities.

